

PHOENIX, ARIZONA
Published Every Morning by the
ARIZONA PUBLISHING COMPANY
All communications to be addressed to the Company:
office, corner of Second and Adams Streets.
Entered at the Postoffice at Phoenix, Arizona, as
Mail Matter of the Second Class.
President and General Manager.....Dwight B. Heard
Business Manager.....Charles A. Stauffer
Assistant Business Manager.....Garth W. Cate
Editor.....J. W. Spear
City Editor.....Lyle Abbott
SUBSCRIPTION RATES—IN ADVANCE
Daily and Sunday, one year.....\$5.00
Daily and Sunday, six months.....4.00
Daily and Sunday, three months.....2.00
Daily and Sunday, one month......75

MEMBER OF THE ASSOCIATED PRESS
Receiving Full Night Report, by Leased Wire.

TELEPHONES
Business, Advertising or Circulation.....423
Editorial or News.....423
Job Printing.....429

General Advertising Representative, Robert E. Ward,
New York Office, Brunswick Building; Chicago,
Advertising Building.

THURSDAY MORNING, SEPTEMBER 21, 1916

Most of us look at life and men in a
superficial, thoughtless way. We
pass judgments recklessly, we leap to
conclusions, we allow ourselves to be
swayed by blind prejudices.
—H. Addington Bruce.

Newspaper Responsibility

It is now nearly four years since The Republican first undertook to censor its advertising columns, and while the process of "cleaning up" has been a rather tedious one and at times almost painfully expensive, the net results are indeed gratifying. It has been found that as deceptive or indecent advertising was eliminated, a new channel had been created through which much new business of the most desirable character was obtained. Today there are but a score or two of daily newspapers in the United States whose standards are as high as those of The Arizona Republican, although each year, almost every month we might say, so fast is the clean advertising movement spreading, sees many well-known newspapers placing more careful restrictions around their advertising columns. Publishers are beginning to realize that when they accept the money of the quack doctor, the fake sanitarian, the patent medicine shark, the snide bargain-house, the dishonest real estate operator, that they are going into partnership with these leeches and are not only accessories but accomplices in the crime. The old idea, "let the reader beware," is becoming unpopular, and the great newspapers of the country see that if they are to retain the confidence of their readers, without which no newspaper can prosper, that they must soon adopt, and live up to, some such motto as that which the New York Tribune has so admirably won a right to call its own: "First to last—the truth: news, editorials, advertisements."

The elimination of indecent, dishonest and disgusting advertisements benefits a newspaper, its advertising patrons and its readers in more ways than is at first apparent. In the first place there is no class of advertisers which is so exacting and insistent in its demands for limitation reading notices at display rates, for secret or long-time contracts, for special positions and extra service as the patent medicine tribe. Their business is difficult to handle, in the composing room, as well as in the business office, and none but those who have actually taken the step can appreciate how much the elimination of this class of copy helps to simplify the problem of newspaper "make-up," which is of such vital importance in determining the state of mind of the newspaper's readers. What intelligent grocer would display some choice oranges in a window filled with rotten fruit, and expect to make many sales? Can you imagine a clean-shaven, neatly dressed salesman taking a dirty, diseased cut-throat along with him when calling on some prospect? Of course not, and yet this is the very condition that confronts the honest advertiser, whose neat, carefully-written and honest advertisement is placed next to, or near, the nasty, repellent, dishonest advertisement of Dr. Somebody's Cure-all. The great advertisers of this country, notably the automobile manufacturers, are becoming convinced that "advertising is known by the company it keeps," and the advertising orders of the Chalmers Motor Company, for instance, read: "This advertisement will not be paid for if placed on the same page with any medical advertisement."

A newspaper best serves its own interests by protecting those of its subscribers and its advertising patrons. Not only should it shield its unwary readers from the dishonest advertiser, but it should not force unfair competition upon its honest patrons, the value of whose advertising space decreases in proportion as the readers lose confidence in the medium. Neither can a newspaper hold prestige or render public service, once it is controlled in any way by its advertisers. Such a newspaper soon ceases to be of any value as an advertising medium, and no one knows this better than the alert advertiser. When the public learns of the close and often undesirable relations which sometimes exist between the cash-box and the editorial department there will be less of a tendency to excuse those papers which are still indifferent to the demands of decency.

Highway Accidents

A marked reduction in the number of fatal accidents at railroad grade crossings in this part of the country is shown by the report of the National Highway Protective Society for the month of August. In the state of New York eight persons were killed. The number in August a year ago was seventeen. And in New Jersey the decrease is more impressive—from twelve to four.

This change for the better has been due to the railroad companies, whose "warnings and extra precautions," the society says, "have undoubtedly been the cause" of it. The companies are earnestly striving to prevent loss of life at the crossings. But they cannot keep men on guard night and day at all of them, says the New York Times, nor can they restrain the thoughtless who will not "stop, look, listen." All drivers on the highways are warned and urged by signboards to do this, but some will not heed the warning, and there are some who will even run against and wreck gates closed to protect them. Progress is made every year in separation of grades, but the work involves great expense and recent events at Washington will reduce the companies' net earnings, a great part of which has already been needed for delayed purchases of new equipment.

The number of automobiles in use is growing rapidly, and this may account for the August increase of the number of persons killed by such vehicles in this state. In that month eighty-eight lives were lost,

and in the state outside of the city the increase was 28 per cent. In New Jersey, however, the number declined from twenty-six to twenty-two. Among the causes were defective brakes, the recklessness of drivers, and the carelessness of pedestrians. Accounts of fatal collisions show again and again that the most cautious driver is not safe when he is followed or met by those who are incompetent or otherwise disqualified. With a greater number of motor vehicles, there will not be less danger, and all possible improvement of regulations for the promotion of safety should be diligently sought.

We are again obliged to Sir Gilbert Parker for a voluminous mass of reports, public documents, speeches, etc., on war-time topics, interesting contributions to Great Britain's world-wide propaganda of her ambitions and her accomplishments, and the advertising of her enemy's general misconduct. From one of the reports on Germany's treatment of British prisoners we glean that apparently some of the English Tommies have not yet become imbued with a proper respect for the Kaiser, likewise that the unspeakable crime of lese majesté still brings the offender full reward, for we read "Corporal Smith, of the Norfolk, transferred from Dohertitz, for three years imprisonment at Cologne, for making insulting remarks about the German emperor." Corporal Smith is now one of those, no doubt, who sincerely trust the war will be over in 1917. We also learn that two French officers and two English officers are imprisoned together, near Wesel, in a "Festungsstubegefängnis-Anstalt," which confirms General Sherman's opinion regarding war, also our own suggestion, advanced yesterday, that even if the allies enlisted a whole division of the Ichthyosaurus family, they cannot hope to break the German monopoly on words that travel across the printed page in sections, like passenger trains in the tourist season.

The world do move. The Bishop of London has at last "given permission allowing women to speak in the churches during the National Mission." And England has stirred up another of its teapots over his timely and sensible action. John Bull's education on the subject of women's rights is yet far from being completed, in spite of the general change in public opinion brought about by war conditions which have given to millions of Britain's women an opportunity to prove their ability as well as their willingness to fill difficult positions in shop, factory and office.

Henry Clews says in the current issue of his weekly financial review that the financial markets have presented unmistakable signs of increased public interest and participation this week both in the direction of investment and speculative operations. It is his opinion that the incentive for this broadening tendency and general enthusiasm is the result of the Maine election, which is interpreted as a responsible forecast of the success in November of the political party identified with the advocacy of a protective tariff.

U. S. S. Arizona, Uncle Sam's greatest and latest superdreadnought, goes into commission October 15. Wonder if Brother Joseph Daniels will again be on deck with his fetching comparison of this new leviathan of the deep to the "monster Gila" (with a hard "g") and a long "i," if you please), even as he did at the launching last summer? Hee-la, Brother Daniels, hee-la, with the accent on the "hee."

Safety First suggestion. Should there not be danger signs placed by each of the caverns along the Washington street carline? There are many strangers coming into Phoenix now and we should dislike to see any of them lose their automobiles in some of the awful pits between Central avenue and First street.

Now is the time for all good people to come to the aid of their city's appearance by putting in the very finest lawn they know how to have. A fair city for fair week should be our general ambition.

Fourteen nations in the great war, and thirty-one declarations of war have been made between them. How do you figure it out?

What good will the open door in China do anyone else, if Japan completes her barb-wire fence across China's front yard?

The straw vote, America's favorite indoor sport in campaign years, will soon be upon us.

How does your new felt hat feel? (Take this any way you like.)

The woman slipped a dime into the glove of her left hand. She would be at the subway in a moment and the dime so placed would facilitate matters. As she passed the foot of the bridge extension by the city hall the ring of a coin as it struck the pavement reached her ears. She saw a dime rolling at her feet. A fat man, subway bound, also heard and saw it. Both stooped to pick it up. She was first. His hand only fanned the dust from the sidewalk.

"I beg your pardon," he said, as he straightened up, rather red in the face.

"Not at all," she said. "I thank you for your courtesy." Then she hurried down stairs.

Seated in the train, her gloved hand involuntarily went to her hair. A dime dropped into her lap. Then she understood—Youth's Companion.

"Just hold the trench two minutes, men." Such was the captain's call. "I'll let you scale the ramparts then, And get behind the wall."

"Just hold the trench two minutes more." Such was his loud appeal. "The folk folks need two minutes for inserting a new reel."

—Scranton Times.

In Birmingham, fair Birmingham. Distressing sights are seen: Our sorely stricken motorists Pay more for gasoline Than autoists in Nashville, Tenn. New York or Kansas City; And though I can't afford a car, My heart is filled with pity.

—Birmingham Age-Herald.

One evening the young minister, who had seemed rather attracted by "big sister" Grace, was dining with the family. "Little sister" was talking rapidly when the visitor was about to ask the blessing. Turning to the child he said in a tone of mild reproach: "Laura, I am going to ask grace."

"Well, it's about time," answered "little sister" in an equally reproving tone. "We've been expecting you to do it for a year, and she has, too."—Ladies Home Journal.

Oh, Miss Leona Laura Lee Is neither wise nor witty: She says, "I do not have to be, Because, you see, I'm pretty."

—Youngstown Telegram.

SOUTH SIDE NEWS

MESA OFFICE
Everybody's Drug Co.
Phone 6 or 500

TEMPE OFFICE
Casa Loma Hotel Bldg.
Phone 53

Tempe News Notes

SOME LAW OFFENDERS
Tempe's justice court was busy yesterday morning with the hearing of several cases, one representative of each of the stage lines operating through here appearing to answer a charge of speeding. A fine of \$5 was levied in each instance, and the judge incidentally cautioned that a second offense would be met with a \$50 fine. A motor ordinance violator has also recently appeared in court. Sidewalk bicycle riders are likewise due for a visit to the judge, if the practice is not discontinued, the marshal advises.

TRANSFER AND BAGGAGE
Buck's Livery, Tempe, Adv.

A THIRD CANDIDATE
Louis Spear will today file his name on the independent ticket as a candidate for constable for the Tempe and Scottsdale precincts. This makes a trio of candidates seeking election to this job, George Stalis being the democratic nominee and Howard Woods the republican nominee.

BABY BOY
A baby boy was born to Mr. and Mrs. Louis Hoon last Sunday. Mr. Hoon is temporarily on the coast, and Mrs. Hoon is stopping with her parents at the cement plant.

HERE FROM PRESCOTT
Mrs. B. C. Straughn and son, residents here last winter, are down from Prescott for a few days' visit. They may conclude to winter here again this season.

HOT TAMALES and enchiladas, every night. Grand Pool Hall, Tempe. Adv.

AIRDOME TONIGHT
The Queen of the Prophets, the next episode of the serial, Graft, comes to the heat of the heat of this big feature yet shown. It is replete with adventure and mystery. "The Inner Soul" is the title of another good picture in tonight's program at the Airdome, it being an emotional drama produced by the Laemmle company. "Billy's Love-making" and the Ford Weekly complete the program.

TO THE CATTLE RANGE
W. J. Kingsbury expected to leave last evening for his cattle ranch at Hillsdale to spend a few days.

FRESH FRUITS vegetables and groceries. Cheapest at cash prices. R. W. Ross & Co., Tempe. It

GINNING UNDER WAY
The Tempe cotton gin turned for the first time on a regular run Tuesday, and during the course of the day seven bales were turned out. Ginning will continue regularly through a greater part of this week.

VISITOR HERE
Clarence Wicks was a business visitor in Tempe yesterday from his home in Phoenix.

TO CALIENTE
Mrs. Lizzie Steele and son, Harry, departed the first of the week for the Agua Caliente Hot Springs. The latter has been troubled with rheumatism, and the visit is being made in hope that conditions there may prove a benefit to his health.

ATTENDED DINNER
B. H. Scudder, who is passing the week in Tempe, enroute to his home at Palo Alto, Cal., and Peter Aepfl participated in the Commercial club dinner at Mesa night before last.

HIGHEST MARKET PRICE paid for eggs. R. W. Ross & Co., Tempe. It Adv.

Creighton News

The hot lunches were begun Tuesday with Mrs. Joe Elerick in charge. There were two other applicants for the position but everyone feels confident that Mrs. Elerick, who is not only a good cook, but a most excellent manager as well, is just the woman for the place. Over eighty lunches of meat, soup, with tomatoes, bread and butter sandwich and an apple, all for six cents, were served, and the pupils were all eager for the winner and bun sandwiches the next day. The service is never served two times in one week and the diners have no occasion to complain of monotony in their fare.

Miss Hoogland, a nurse of the Deaconess hospital, who has been spending her vacation in the Sebringhaus home and making many friends in the community both for herself and her hospital, returned to her work the first of the week.

W. J. Osborn made a trip to Gila Bend Saturday in connection with his probation work.

Mrs. Walter Wilson was quite sick with a cold the latter part of last week and at the same time, her mother, Mrs. Ozanne, of Tempe, was very sick. Both are much improved now, and Mrs. Wilson is able to drive over to Tempe Wednesday to visit her mother.

The Malcom family from near Alhambra spent Sunday at the home of the Maunys and the young men, Mr. Frank and Mr. Marcy, attended church at Creighton Sunday morning.

Dr. Adams, who owns a ranch at the juncture of the McDowell and Asylum roads, came out from town to church Sunday. Mr. Sebringhaus asked him to make a brief talk on home missions at the close of the sermon. Dr. Adams began by saying he was not well, but as his talk progressed it became evident that he was very ill, and soon he was compelled to sit down. He had a slight stroke of apoplexy but in half an hour after the close of the service insisted upon getting into his buggy and driving back to town, although Rev. Sebringhaus tried to persuade him to let him take him home or to go home with them.

Maude Kyler had a slight but painful operation on her thumb Monday. Some three years ago she cut her thumb near the second joint, quite to the bone, and though a doctor dressed it, it was not properly done and she had never had the use of her thumb since. Monday the doctor cut it loose and fastened the muscle ends together in their right position, and it is hoped that when it heals it will be quite as useful as it ever was.

Mr. Clarence Spaulding, who was a Creighton resident during his boyhood and attended the Creighton school when it had but one teacher, but who is now pastor of the Presbyterian church of Pasadena, Cal., is here on a visit to his old friends, the Perkins ladies, while he supplies the pulpit of the Presbyterian church in Phoenix during the absence of the pastor. He is just the same hearty, clean, friendly boy we knew years ago, and his old friends are unfeignedly glad to see him.

Mr. and Mrs. P. M. Etter, who have been spending the summer on the coast, came home Wednesday. Their

IN THE BLOOD
"Mercy!" exclaimed Mrs. Diggs. "The baby is chewing on your pocket edition of Epictetus."

"Indeed," replied Professor Diggs, with a proud and happy look. "Let the child alone. It is seldom that a mere infant shows such a pronounced taste for the classics."—Birmingham Age-Herald.

Hire a little salesman at The Republican office. A Want Ad will see more customers than you can.

Mesa News Notes

MERCHANTS AND CLERKS TO BANQUET

The merchants of Mesa are planning for the first of a series of annual merchant and employee banquets. Every merchant in town, whose business does not require being kept open after 6:30, and some representatives from those stores which remain open, with all the clerks, both men and women, will meet around a banquet board for social goodfellowship and an address on salesmanship, followed by a general discussion. The intention of this meeting is to further cement the relationship between the different business houses, and also to promote loyalty among employees and cultivate a still closer bond of friendliness between merchant and salesman. The move is a part of the general plan of the Mesa Trade at Home League, but is not confined to members of the league, as every merchant in town will be included in the invitation. No details as yet have been arranged. Plates will be laid for 125 people or more, if the attendance requires. The place where the banquet will be held has not been decided and the exact date will be announced later.

EMPHASIZE HOME LOYALTY

About forty members and visitors gathered at the commercial club rooms for an excellent dinner at the American Kitchen and transacted some details of business, among other things, the appointing of the secretary as a delegate to the State Board of Trade meeting at Prescott, proceeded to discuss "Community Loyalty." J. W. Lessor in speaking of Mesa's natural advantages, paid a splendid tribute to Mesa people because of the spirit of "Get Together" which is increasingly manifest. He referred briefly to the wonderful farming lands of the valley, the advantage Mesa has in its nearness to the mining towns on the east as a market for products and a place for surplus workers; spoke of Mesa as the natural source of supply for the Tonto country, of the excellent schools and declared it his belief that Mesa has the best school buildings of any town its size in the state, which had not received outside aid in the building.

Senator Stanley on "Encouraging Community Loyalty," declared briefly that a man who had no pride in his home town ought to move out and make room. He further remarked that the mail order house that extended credit to a man when he was in need or his family sick, has yet to be established. H. L. Chandler paid a tribute to the appearance of the stores here and declared they were an index to the community's prosperity. Dr. A. J. Chandler, who happened in from the thriving little town which bears his name, spoke of good roads and enthusiastically urged the superiority of our mountains for a summer resort, declaring that all we needed to attract Californians to these mountains was a system of good roads. Others present from outside towns were Peter Aepfl, of Tempe, and Mr. Scudder, of California. The proposed railroad down the Verde came in for its share of discussion and the members departed to hear in their dreams the tect of the whistle which is to usher in an era of greater prosperity for the Gate City.

INJURED FOOT

A fall in furniture at the Mesa Furniture Company Monday, resulted disastrously for the proprietor, W. R. Clark. An iron bed head took a tumble striking him on the instep. Mr. Clark is about his duties but with a noticeable limp.

WANTED MAIZE HEADS

A number of heads of maize selected with care as to uniform size, are needed for the exhibit at the state fair. Ranchers may aid in advertising the valley if they will take a little time and bring to the commercial club some specimens of this useful crop.

ICE CREAM SOCIAL

The E. Y. P. E. U. will give an ice cream social Friday night at the residence of Raymond Ingram, at 11 East 1st Ave. Everyone welcome.

ALL DAY SESSION

The Ladies Aid Society, of the Methodist church will hold an all day session today at the home of Mrs. Edwin Pattee.

FOOT CRIPPLED

Mr. and Mrs. Edwin Pattee are back from an auto trip to Nogales. In shifting the baggage, Mrs. Pattee's foot was caught, breaking one of the bones of the toe.

WILL ADDRESS INDIANS

Elinor Allen has returned from a five week's visit in the northern part of the state. He is now making arrangements to make a series of talks to the cotton pickers in this vicinity.

Love for Arizona has not been diminished one bit by their delightful summer in California.

Mrs. Butcher, mother of Mrs. R. C. Stanford, arrived at the Stanford home on Tuesday, from her home in Buffalo Gap, Texas, but for only a short stay, as she came to accompany her husband home and they left on a Wednesday evening train.

Miss Emma Gamble, cousin of Judge Stanford, who is taking nurse's training at St. Joseph's hospital, was a visitor in the Stanford home Tuesday evening, not only to visit the cousins and her aunt, Mrs. Butcher, but to get another glimpse of the dear little Stanford baby which she finds it so hard to keep away from.

Mrs. Forman's mother, Mrs. Haggard, left Tuesday morning for her beloved home in Winchester, Ky. Though she is 88 years old she has no hesitancy in traveling alone, and says she is old enough to look out for herself.

There are about twenty pupils going from Creighton to the Phoenix Union High school this year and at the grammar school here there have been about thirty more pupils enrolled this week.



"Now Remember—"

hurry to your grocer's for a can of Calumet—learn your final and best lesson in baking—bake everything with Calumet that proved a failure with other Baking Powders.

"This is the test which proves Calumet the surest, safest Baking Powder in the world—the most economical to buy and to use. My mother has used Calumet for years—and there's never a bake-day failure at our house."

Received Highest Awards
New Cook Book Free—
See Slip in Pound Can



CALUMET BAKING POWDER

Cheap and big can Baking Powders do not save you money. Calumet does—it's Pure and far superior to sour milk and soda.

illustrating his address with lantern slides of the life of Christ. Mr. Allen speaks the language of some of the trices most fluently, making his useful asset in mission work among the red men.

A. K. ROSS HERE

A. K. Ross, father of Mrs. M. P. Holladay, arrived in Mesa Tuesday for a short visit. He is on his way to his home in San Diego after a trip to Chicago. Mrs. Holladay still is suffering from a threatened attack of appendicitis.

FOR THE DEFENSE

Fannie Ward, the distinguished Lasky star, who created such a success in "The Cheat" and "Tennessee Partner," will be seen at the Majestic tonight in the thrilling detective drama, "For The Defense," a Paramount picture.

AT METHODIST CHURCH

The place of the meeting of the W. C. T. U. on September 26 has been changed from the residence of Mrs. Irwin to the Methodist church.

All the Advantages

of a modern trust company are offered you by the

Phoenix Title & Trust Company
18 North First Ave.

GEM SAFETY RAZOR

And a Package of Blades for \$1.00

This is an unusual offer. You are buying \$1.35 worth of merchandise for \$1.00. See our windows.

Shaving Requisites

We handle everything for the man who shaves at home. Our prices are right, our stock is clean and our merchandise is dependable.

Adams Pharmacy

Russell Jones, Mgr.
551—Phones—1473
Free Delivery Service